

## **MADERA COUNTY**

### **SHERIFF'S DEPARTMENT PUBLIC INFORMATION OFFICER**

#### **DEFINITION**

Under administrative direction to assist with and perform a variety of duties within the Sheriff's Department, primarily related to press and media relations, public and departmental affairs, crime prevention activities and programs with public and community organizations; and to do related work as required.

#### **SUPERVISION EXERCISED**

Exercises no supervision.

#### **EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES**

Acts as the department liaison with press and electronic media interests; identifies newsworthy items; prepares and distributes news releases; plans and coordinates news conferences; represents the department on committees and community organizations; responds to and provides on-scene coordination and control of media at major incidents; serves as clearinghouse for information requests from outside sources; acts as spokesperson for the Sheriff, Undersheriff and the department, on policy issues and matters, as directed; writes, plans, organizes, and coordinates the dissemination of information to the general public and communications media; establishes and maintains effective working relationships with representatives of the media and identifies opportunities to strengthen and improve communications.

#### **OTHER JOB RELATED DUTIES**

Performs related duties and responsibilities as assigned.

#### **JOB RELATED AND ESSENTIAL QUALIFICATIONS**

##### **Knowledge of:**

Techniques involved in preparing press releases.

Functions and programs of the Sheriff's Department.

Regional and local media outlets.

Techniques of preparation and methods of dissemination of informational materials targeted to a wide variety of audiences.

Correct English grammar, spelling, punctuation, and vocabulary.

Writing, editing, publishing and media production procedures.

Requirements and techniques utilized in the dissemination of information during emergency situations.

Principles and techniques of establishing and maintaining good public relations.

**Skill to:**

Operate modern office equipment.  
Operate a motor vehicle safely.

**Ability to:**

Demonstrate resourcefulness in gathering, preparing and disseminating information.  
Effectively interact with various media organizations, community groups and outside agencies.  
Make effective individual and group presentations.  
Communicate clearly and concisely, both orally and in writing.  
Establish, maintain, and foster positive and harmonious working relationships with those contacted in the course of work.  
Remain calm under stressful and emergency circumstances.  
Understand basic principles of law enforcement.  
Learn, understand and interpret pertinent laws, ordinances, policies and procedures relating to the area of assignment.  
Understand and carry out oral and written instructions.  
Develop and implement crime prevention programs.  
Work nights, weekends and holidays.  
Be available for stand-by and emergency call-back.  
Meet physical, background, and job related standards as established by the State of California and Madera County.  
Handle a wide variety of public contact with courtesy and tact both on the telephone and in person.  
Speak in public and before a wide diversity of groups.  
Respond to the press and the public during emergency situations.  
Maintain confidentiality of sensitive information.

**Experience and Training Guidelines:**

*Any combination equivalent to experience and training that would provide the required knowledge, skills, and abilities would be qualifying. A typical way to obtain the knowledge, skills and abilities would be:*

**Experience**

One year experience in public education or public relations and some experience in media relations or one year of progressively responsible experience working for a media outlet such as: radio, TV, or newspaper as a reporter, news gatherer, or commentator.

**Training**

Equivalent to completion of the twelfth grade supplemented by college level course work in communications, media sciences or a related field. Bachelor's degree in communications, media sciences or a related field is highly desirable.

**License or Certificate**

Possession of, or ability to obtain by date of appointment, a valid California Driver's license.  
Bilingual certification in the Spanish language is highly desirable.

**Special Requirements**

*Essential duties require the following physical skills and work environment:*

Ability to work in a standard office environment; some exposure to cold, heat, noise, outdoors, and confining work space; ability to travel to different sites and locations.

**Effective Date:** January, 2002